



Minutes of the WestWorld Subcommittee
April 28, 2005, 8:00 a.m.

Members Present: Subcommittee Chair: Wayne Ecton
Committee Member Betty Drake
Committee Member Ron McCullagh

City Staff Present: Roger Klingler, Assistant City Manager
Brad Gessner, WestWorld General Manager
Brent Bailey, WestWorld Operations Manager
Jay Collier, WestWorld Event Director
Dan Worth, City Engineer
EJ Jones, WestWorld Event Coordinator
Corey Lew, Capital Project Management
Natalie Lewis, Executive Assistant to the Mayor
Gloria Storms Ruiz, WestWorld Administrative Assistant
Amanda Willis, City Cable

Call to order at 8:00 a.m. with roll call by Chairman Ecton.

Approved minutes from February 17, 2005, meeting: Motion to approve was made by Committee Member Ron McCullagh, seconded by Committee Member Drake, with no objections.

Bill Clark, President of the North Scottsdale Polo Club, requested to speak on an item not on the agenda.

After introducing himself, Bill Clark gave some history of their Polo Club at WestWorld. He stated they had been at WestWorld, off and on, for the past 20 years and they have no plans to leave. They really like it here and feel that the management at WestWorld has done a great job of accommodating them. He stated that even though they have no anger toward present management, they have a great deal of anger toward the events that have been held on the Polo Field. He stated that the City has sacrificed the Polo Field for a commercial venture: What began as a good Polo Field became a terrible parking lot. Mr. Clark wanted the Subcommittee to know that the damage to the Polo Field caused by parking for Barrett-Jackson negatively affected their use for Polo.

Betty Drake asked about the use of the Polo Field during the Barrett-Jackson Car Auction. Brad Gessner stated the auction uses the west end of the Polo Field as a parking lot for bidders and consigners. This year, the auction put a road down the middle of the Polo Field. Between the rain,

traffic, and the parking, it took over \$20,000 of City funds to begin to repair the field. Betty Drake asked if we could bill Barrett-Jackson for these repairs.

Wayne Ecton felt it would not be fair to bill Barrett-Jackson for weather related damages and suggested that this should be addressed in the updated Master Plan, saying the planners may have a solution to this issue.

1. Feed & Bedding Operation – Brad Gessner

In March, the present feed and bedding operators notified WestWorld by letter that they would not be renewing the existing contract (as is allowed in this contract.)

At this time, there is an Invitation for Bid (IFB) out to the public, which is a 30-day process. Once the new operator is chosen, the City Council will have to approve any new contract before moving forward.

This operation brings between \$30 – \$40,000 per year to WestWorld. Mr. Gessner stated that he hopes to increase this amount through the competitive bid process and the new contract.

Mr. Gessner said there have been 14 requests for packets of the IFB, including the present operators.

2. Monterra patio addition proposal – Bill Smith, Manager at Monterra

Mr. Smith is proposing adding a 1200 seat patio on the south side of the Monterra building. This will cost approximately \$400,000, which will be paid by the people who hold the lease on Monterra; the City will pay nothing toward these improvements.

Mr. Smith stated that they have frequent requests from large groups hoping to come to WestWorld. Because of the limited space, they frequently have to turn these groups down. If they are allowed to build this addition, they will be able to accommodate these larger groups, thus increasing event programming and revenues.

Because this addition will consist of three different levels leading down to the Polo Field, Committee Chair Ecton asked if they would be able to make these decks accessible with regard to handicapped people as is designated by the ADA.

Mr. Gessner stated that the ADA rules would be addressed as this project moves forward through the City's design and review board process.

Committee Member Drake asked for an aerial plan that shows how this will affect the land around Monterra.

Committee Member McCullagh voiced concern about who will be paying for, and own, these improvements. He stated that there are many layers in the food & beverage lease at WestWorld and it is difficult to understand. Bill Smith reiterated that he would be putting up the \$400,000 for the construction of this addition.

Committee Chair Ecton said it appears to be a good deal for both WestWorld and Monterra, but more details are needed to fully understand what is being proposed.

Committee Member Drake asked if there would be parking problems because of the additional events this would potentially bring. Mr. Smith stated that some of these events are already being held at WestWorld, but because of the space problem, they have to go elsewhere for their food. Enlarging this patio would enable Monterra to accommodate these large events. Parking should not be a problem provided Monterra works closely with WestWorld to avoid booking overlap.

Mr. Gessner stated that the food & beverage lease would be agendized for the next meeting to familiarize the Committee Members with the various contracts.

3. Arena footing - Brad Gessner

Mr. Gessner said that WestWorld is fortunate to have Brent Bailey as the Operations Manager. Brent has been here for three years and his knowledge of the industry has proven to be an asset. It is because of Brent and his staff that the WestWorld arena footing has improved so much.

Roger Klingler stated that WestWorld recently had received a letter from the Dressage Association applauding the arena footing. Even though there were many challenges for the WestWorld Operations staff, they were able to meet these challenges and please the event user.

Janice Wight, of the Arabian Horse Association, praised the arena footing and commended the Operations staff for how they handled the rain during their event. She said the arenas became ponds, which made it extremely difficult for the different horse disciplines, but that WestWorld staff worked hard to make them usable.

Jan Bruner, Sun Country Circuit Quarter Horse Show, also indicated the arena footings were good, and commended the WestWorld staff for their help during their show, which had so much rain that some exhibitors left early. She stated that in spite of the rain, WestWorld stands above the other venues around the county.

Committee Member Drake said that WestWorld has improved; however, there was room for additional improvement.

Committee Chair Ecton said that because WestWorld keeps a continuing dialogue with the users, WestWorld is moving forward. He asked that this dialogue continue and that Mr. Gessner keep the Committee informed about issues at WestWorld.

4. Paving and tree planting proposal – Dan Worth

Dan Worth, City Engineer, said that the paving and tree planting improvements will consist of: Building a pad to the future elevation of the Multi Use building (3 feet above

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the 100 year flood plain), improve drainage in the area around the Equidome, plant trees along the border of the roads and in islands in the parking lot (many of these trees will be salvaged from other areas of WestWorld, approximately 80 trees will be brought in), modify and grade different pathways for equestrian use, re-align north access road closer to existing drainage channel, and resurface access road from 94th to McDowell Mountain Ranch road.

Betty Drake said that instead of planting all of the trees in the parking lots, why don't they plant them around the arenas so there is shade for horse show exhibitors.

Janice Wight, Arabian Horse Association, said they would not want any trees planted around the arenas because when they erect their tents for their show in February, they use every square inch of land available. She said that trees get in the way.

Roger Klingler suggested they plant more trees on the eastern half of WestWorld, away from the tented areas.

Committee Chair Ecton suggested that this be a part of the continuing dialogue between the users and the planners and that we work together to determine the best placement of trees.

5. WestWorld Improvements – Dan Worth

Phase 1 Site Improvements – Summer 2005

Drainage improvements: Includes upgrade of existing storm water system; drainage improvements between Arenas 3 and 4; drainage improvements at perimeter of Arenas 3 and 5A to accept tent roof drainage.

Wendell Arena: Remove existing footing; develop and construct new sloped sub-grade; install perimeter below grade drain system tied into updated site storm drainage system.

Multi Use Building Site work: Earthwork, including construction of Multi Use building pad; site paving/parking; temporary pavement at future location of the Multi Use building; landscaping in parking areas; equestrian path from Equidome to new Multi Use Tent structure is under design. Option being priced to provide slurry coat overlay and new striping for existing pavement in parking lots C, D, & E.

Multi Use Building Utilities: Major site utilities to Multi Use building pad area; electrical distribution service points for paved tent areas; water distribution to temporary tent structure; site lighting; new RV pedestals south of Multi Use Building area and adjacent to perimeter road; relocation of electrical/communication/data service from Ramada facility.

Polo Field drainage improvements: Install additional below grade drainage system; supplemental pavement, and positive drainage finish grading under tent areas; repair/extend irrigation system in affected area.

Arena 3 & 5A Tent structures: Open air tent structures over existing arenas; overall size approximately 165' x 315'; coordinate with drainage improvements to provide efficient removal of roof runoff; coordinate electrical service for new lighting.

Multi Use Temporary Tent: New Multi Use Tent Structure; Overall approximate size 200' x 550' (110,000 gross square feet.) Power and water service provided.

RV Pedestals: Reconfigure / relocate / replace RV pedestals north and east of Wendell to coordinate and support temporary stall tents.

Show Office: Standalone show office east of Arenas 6, 7, & 8, including new landscaping.

Construct new marquee sign: New electronic sign adjacent to WestWorld entry statue so traffic on the SR 101 can see event programming.

Relocate Arenas 6, 7, & 8: Work will begin May 2005.

Acquire lunging pens: WestWorld staff to acquire railing and footing material. Locations will depend on show and space availability.

Discussion ensued regarding placement of the tent structure. It was recommended by Committee Chair Ecton that WestWorld hold more meetings with the users to determine the best placement of the tent. He acknowledged that not everyone would be happy with the end result; however, it is important to review all aspects of the placement to determine what is the best location for the tent.

Roger Klingler stated that this is why everyone was invited to the Open House during this meeting; to speak to the design team/Committee about the design for WestWorld.

Betty Drake voiced her concerns regarding a footprint showing how to get in and out of the Tent/Multi Use building.

Craig Jackson, Barrett-Jackson Auto Auction, voiced his concern about where the tent would be located. Mr. Jackson indicated the tent would not be useful to his event if it were placed just west of the Equidome, he suggested it be placed in Lots C & D. He also voiced his concern about parking issues and whether WestWorld would acquire the State Land.

Mary and Jim Brown, Festival of the West, said that unless the tent is put on Lots C & D, they would not be able to use it. They need the tent to be close to the Polo Field East.

The impact of the future construction on the events was brought up. Roger Klingler said that there is a balancing act for everything. They will address where the tent will go that will be beneficial to most of the users. He also stated that whenever a facility is under construction, there would be an impact to the users. He said that WestWorld would work very hard to minimize impacts to the events.

Regarding the question of the cost to rent the new Multi Use building, Committee Chair Ecton said that there needs to be clarity regarding the amount of equestrian and non-equestrian events scheduled at WestWorld. He said WestWorld needs to have non-equestrian events that can help subsidize the equestrian events.

Committee Member Drake said it was very important for the Multi Use building to be of use to the equestrian community too. She does not want it to be solely an equestrian facility; but she would like it to be a first class facility that can be marketed to horse shows around the country.

Discussion ensued about whether the flooring should be concrete or dirt.

Brad Gessner recommended the floor be concrete as he felt the majority of uses would be for consumer shows and special events, and that utilizing the facility as an equestrian arena would be infrequent.

Committee Chair Ecton recommended that there be more meetings between the users and planners to determine if there should be more changes to the updated Master Plan.

Jerry Miller, McDowell Sonoran Land Trust, inquired about the drainage on the southeast portion of WestWorld. He said that one of the trails that leads from the Trailhead is under water most of the winter.

Dan Worth stated that this would change in the future because in order to build up the ground for the Multi Use building pad, they would take dirt from either side of this trail, which would raise the trail above the water level.

6. General Manager's Report – Brad Gessner

Current events at WestWorld – This weekend, the entire facility will be in use with three different events:

Envirokids is taking place today on the west half of the Polo Field. This is sponsored by the City of Scottsdale to make kids more environmentally aware. Scottsdale School District fourth graders are participating.

Region VII Arabian Horse Show is taking place on the eastern half of the property. This is a great show for WestWorld that has been held here for seven years.

McDowell Mountain Music Festival is moving in today. They will use the entire Polo Field for their event. This is the second year for this festival and it is looking like it will get bigger and better each year. They are expecting 10,000 attendees in comparison to 6,000 attendees last year.

Sun Festival Southwest is moving into the tent today. This is a two-day event to display the new environmentally friendly technologies available today. This is also their second year at WestWorld.

Mr. Gessner asked the Council how they would like WestWorld to be managed. Mr. Gessner indicated that when he was hired in May 2001, there was a desire by that City Council to run WestWorld more like a business, with a goal of increasing event activity and reducing operational subsidy. He stated that since that time, the Council appears to have taken a different direction in what they expect from WestWorld. Mr. Gessner asked the Council to please clarify their wishes on how WestWorld is run.

Committee Chair Ecton said that this is a difficult question to answer at this time. He felt that this was something the full Council should address. He agreed that the Council philosophy had changed somewhat since 2001 and that WestWorld is not intended to be an enterprise operation. Betty Drake stated that she agreed one hundred percent with what Committee Chair Ecton said.

Committee Member McCullagh said that the Council needs to decide what they want WestWorld to be. He stated that it could be a world-class event venue and that the consumer shows and other special events are necessary to help subsidize the equestrian uses.

Committee Member McCullagh asked Mr. Gessner how much of the proposed capital improvements are solely for Barrett-Jackson. Mr. Gessner stated that if Barrett-Jackson decided to move his auction, he (Brad) would still be asking the Council to approve the improvements. Brad said that there is a demand for a venue like the Multi-Purpose facility, as well as the other venues, and that WestWorld will be more heavily booked if we make the improvements.

Committee Chair Ecton asked that the discussion end because of time constraints. He asked Brad Gessner to make sure there are upcoming meetings held for the users and planners and that Brad keep the Committee updated as to the discussions. Brad assured the Committee he would do that.

Discussion ended.

Meeting was adjourned at 10:04 a.m.

Respectfully submitted,

Gloria Storms Ruiz
Subcommittee Secretary